



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

NATIONAL MEDIA RESEARCH PLANNING &  
PLACE - 3736  
ATTN: MICHELLE MORIE  
815 SLATERS LANE  
ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code						Station/Market						
				NRCC-INDEPENDENT EXPENDITURE	NRCC IE 2012	POLITICALS						WPVI - PHILADELPHIA						
Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing				Package						
				238399	PHILADELPHIA	A. CLIFFORD	10-05-2012	10-11-2012	M (Broadcast Month, Cycle 1)				Contract Title					
Line	Start Date	End Date	Time Period				Description	RC	Duration	M	T	W	F	S				
			Agency CPE: E : 2651															
1	10-10-2012	10-11-2012	05:00AM - 06:00AM				MORNING NEWS 5A MO-FR (6948)	10	30		1	1			2	1,000	0	0
2	10-05-2012	10-05-2012	06:00AM - 07:00AM				MORNING NEWS 6A MO-FR (6949)	10	30				1		1	2,000	0	0
3	10-08-2012	10-11-2012	06:00AM - 07:00AM				MORNING NEWS 6A MO-FR (6949)	10	30	1	1	1	1		4	2,000	0	0
4	10-05-2012	10-05-2012	07:00AM - 09:00AM				MORNING NEWS GMA 7A MO-FR (6910)	10	30				1		1	2,000	0	0
5	10-08-2012	10-11-2012	07:00AM - 09:00AM				MORNING NEWS GMA 7A MO-FR (6910)	10	30	1	1	1	1		4	2,000	0	0
6	10-07-2012	10-07-2012	10:00AM - 10:30AM				WEEKEND NWS 1130A-12P SU INSIDE STORY (7)	10	30					1	1	800	0	0
7	10-05-2012	10-05-2012	12:00PM - 12:30PM				DAYTIME NOON NEWS WEEKDAY (6950)	10	30				1		1	2,000	0	0
8	10-08-2012	10-11-2012	12:00PM - 12:30PM				DAYTIME NOON NEWS WEEKDAY (6950)	10	30	1	1	1	1		4	2,000	0	0
9	10-05-2012	10-05-2012	04:00PM - 05:00PM				EARLY NEWS 4P MO-FR (7239)	10	30				1		1	1,400	0	0
10	10-08-2012	10-11-2012	04:00PM - 05:00PM				EARLY NEWS 4P MO-FR (7239)	10	30	1	1	1	1		4	1,400	0	0
11	10-05-2012	10-05-2012	05:00PM - 06:00PM				EARLY NEWS 5P MO-FR (6988)	10	30				2		2	2,600	0	0
12	10-08-2012	10-11-2012	05:00PM - 06:00PM				EARLY NEWS 5P MO-FR (6988)	10	30	2	2	2	2		8	2,600	0	0
13	10-05-2012	10-05-2012	06:00PM - 06:30PM				EARLY NEWS 6P MO-FR (6989)	10	30				1		1	3,500	0	0
14	10-08-2012	10-11-2012	06:00PM - 06:30PM				EARLY NEWS 6P MO-FR (6989)	10	30	1	1	1	1		4	3,500	0	0
15	10-07-2012	10-07-2012	06:00PM - 07:30PM				WEEKEND NEWS SA-SU 6-730P (6990)	10	30				1		1	1,800	0	0

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing				Package										
			2651	238399	A. CLIFFORD	10-05-2012	10-11-2012	M (Broadcast Month, Cycle 1)				N										
Line	Start Date	End Date	Time Period				Description	RC	Duration	M	T	W	F	S	S	SPW	Price	Tot Spots	Total \$			
			Agency CPE: E : 2651																			
16	10-05-2012	10-05-2012	07:00PM - 07:30PM				ACCESS MO-FR JEOPARDY (7063)	10	30				1			1	3,600	0	0			
17	10-08-2012	10-11-2012	07:00PM - 07:30PM				ACCESS MO-FR JEOPARDY (7063)	10	30	1	1	1	1			4	3,600	0	0			
18	10-09-2012	10-09-2012	10:00PM - 11:00PM				PRIME TU10 (7016)	10	30		1					1	10,000	0	0			
19	10-05-2012	10-05-2012	11:00PM - 11:35PM				LATE NEWS MO-SU (6969)	10	30				1			1	4,200	0	0			
20	10-08-2012	10-11-2012	11:00PM - 11:35PM				LATE NEWS MO-SU (6969)	10	30	1	1	1	1			4	4,200	0	0			
21	10-05-2012	10-05-2012	11:30PM - 11:40PM				HIGH SCHOOL HUDDLE FRI (7068)	10	30				1			1	2,500	0	0			
22	10-08-2012	10-11-2012	11:35PM - 12:02AM				LF NIGHTLINE 1135P LTC 1/7/13 (6970)	10	30	1	1		1			3	1,800	0	0			
23	10-08-2012	10-10-2012	12:02AM - 01:06AM				LF JIMMY 1202AM MO-FR LTC 1/7/13 (6971)	10	30	1		1				2	700	0	0			
												Contracted Gross Total:		0	0.00							
												Actual Gross Total:		0	0.00							
												Agency Commission:		0.00								
												Net Total:		0.00								
Month/YR			Preempted			Made Good		Contract Total			Adjustments			Actual Total								
Oct 12			0.00			0.00		0.00			0.00			0.00								
<b>TOTAL</b>			<b>0.00</b>			<b>0.00</b>		<b>0.00</b>			<b>0.00</b>			<b>0.00</b>								

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